EVENT MARKETING

Mission:

- **Continue to build brand equity over an extended period of time while becoming a fabric of the community;**
- **Identify and create events where we can maximize name generation opportunity; and**
- **Extend brand essence, visibility, and dominance throughout each event venue and marketplace.**

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Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004

EVENT MARKETING

Objective:

- **Increase brand awareness and visibility by sponsoring major events or create specific brand promotions to be presented in key markets;**
- **Secure leadership position through tobacco exclusivity and title sponsorships;**
- **Acquire key on-site name generation locations for maximum return;**
- **Leverage event sponsorship through minority advertising support; and,**
- **Leverage on-site pack sale location to capitalize on brand trial and product accommodation.**

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Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004

EVENT MARKETING

Strategies

- **Identify quality, dynamic highly attended events which appeal to the brand's demographics;**
- **Produce high quality promotions to complement brand profile and equity; and,**
- **Leverage branded themes and utilize artists who appeal to the core Marlboro smoker;**

Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004

EVENT MARKETING

PROGRAMS:

- Marlboro Auto Racing
- Marlboro Racing Bar Nights
- Marlboro Racing School
- Marlboro Bar Promotions
- Marlboro Country/Latin Dance Program
- Marlboro Miles for Admission Program

- Club Benson & Hedges

- Parliament Party Zone

- Virginia Slims Dueling Divas

- Basic Bowling (Philip Morris Program)

- Merit Swing Bar Promotion

- Philip Morris Community Event Sponsorships

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Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004

EVENT MARKETING

Review with Legal

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Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004

EVENT MARKETING

- **Review Bids with Finance**
- **Reward Business**
- **Review Program with Risk Managment**
- **Generate Contract**
- **Produce Necessary Materials**
- **Execute Program**

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Source: https://www.industrydocuments.ucsf.edu/docs/rtgn0004